1962—A Year of Insurance Progress

DURING the year 1962, THE SPECTATOR took on a "new look." Colorful new feature layouts, dramatic cover illustrations and special feature sections were added to the format. The special feature sections were devoted to studies of particular phases of the insurance industry. These features in 1962 covered computers, office equipment, salesmanship, legislative highlights and public relations relating to the insurance industry.

In 1962, THE SPECTATOR also presented question and answer type interviews with important leaders in insurance and government. These interviews brought to the readers, candid opinions of these men on timely and controversial issues of interest to the insurance industry.

THE SPECTATOR during 1962 has presented interviews with the Mayor of Detroit (August); Orville E. Beal, President of Prudential (September) and the Secretary of Health, Education and Welfare, Celebrezze, in the October issue. These exclusive interviews will be continued through 1963.

For the past 94 years THE SPECTATOR has been outstanding in its presentations of statistical studies of the insurance industry. In addition to its annual Statistical Issue, THE SPECTATOR has presented many specialized statistical coverages of various phases of the life and property insurance industry in its monthly issues.

The dynamic editorial style of THE SPECTATOR records the important insurance events of the year. Editorially and statistically, this publication lives up to its reputation as "THE INSURANCE AUTHORITY" of the insurance industry.

THE SPECTATOR
A CHILTON PUBLICATION

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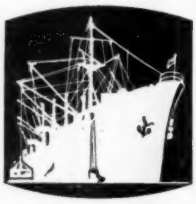

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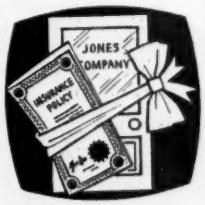

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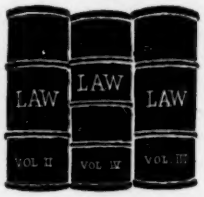

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Life Insurance Index	3.00
Health Insurance Index	3.00
Handy Guide	20.00
Compendium of Life Reports	20.00
Insurance By States	250.00
Direct Premiums Written By States	250.00
Life Insurance Year Book	100.00
County Patterns of Insurance Sales	77.50
Weekly Bulletin for one year	10.00

IBM Punch Cards (Prices available on request)

Standard Publications

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The Agents Key to Fire Insurance by R. P. Barbour	6.50
Building Construction as Applied to Fire Insurance by Dominge and Lincoln	3.50
Coverage and Forms	4.95
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